



Travelhost of Central Virginia Fredericksburg

We publish an in-room hotel magazine, online content, and mobile device information about the Greater Fredericksburg region. We also use Facebook and Twitter to encourage visitation to the region.

We work out of our home office, which reduces the need for additional utilities and gas for travel. We recycle all unused magazines produced on a quarterly basis. We offer online coupons for mobile phones to reduce the need for paper coupons. In our home office, we recycle all unused paper, toner and supplies, and use energy efficient light bulbs. We utilize a corporate online publication builder to create each issue through the proof stage, which greatly reduces the need for paper products in the design phase of the magazine. We offer an integrated approach, which offers information in print, online, and mobile devices, reducing the print copies needed for each issue.

Green Statement: We have always tried to recycle and be as energy efficient as possible as an organization. When we learned about the Virginia Green program through the Hospitality Council, we wanted to apply to help promote that aspect of our business and to promote the other Virginia Green tourist entities.



GREEN ACTIVITIES

☒ **Support Virginia Green.** Partners must promote the Virginia Green Program to clients, members, and staff and encourage them to do business with Virginia Green participants. This partner organization pledges that they:

- Encourage clients who are in the tourism industry to join Virginia Green
- Strive to design projects that minimize overall environmental impacts and incorporate the use of efficient systems and sustainable materials
- Carry and promote environmentally-friendly products and provide services that minimize the use of harmful chemicals and materials
- Have a travel / conference policy that encourages employees to stay in / do business with Virginia Green or similarly-minded facilities
- Send out emails or mailers to their membership about Virginia Green
- Made an official Virginia Green Endorsement of some kind through their Board or other Committee to support Virginia Green
- Set a goal for recruiting their member facilities
- Include a Virginia Green feature in their newsletter or other publication
- Display the Virginia Green certificate prominently in their facility / offices and use the Virginia Green window decals
- Use the Virginia Green logo on signage pointing out recycling or other "green" improvements in their facility
- Highlight their involvement in Virginia Green on their website and include a link to their Virginia Green facility profile

✓ **Green Meetings and Conferences.** When Virginia Green Partners hold meetings or conferences they must provide recycling and make an effort to reduce the use of Styrofoam and other disposables. This partner pledges that they:

- Have conferences at a Virginia Green Lodging facility, and let the facility know that they want a "green event"
- Minimize copying and always make double-sided copies
- Do not use any disposable containers, dishware, cutlery or cups
- Use disposable foodservice items that are made from bio-based, renewable materials
- Use disposable foodservice items that are made with recycled content
- Use disposable foodservice items that are recyclable
- Use compostable foodservice items and direct this material to available composting operations
- Use cloth napkins
- Use reusable coffee filters
- Use non-bleached napkins and coffee filters
- Use water pitchers to minimize the use of single-use bottles
- Avoid box lunches and purchase trays/platters of food instead

✓ **Recycling and Waste Reduction.** Virginia Green Partners are highly encouraged to maintain a comprehensive recycling program if they have a facility. This partner pledges that they:

- Recycle: glass, aluminum cans, plastic, office paper, toner cartridges, newspaper, cardboard, fluorescent lamps, batteries, electronic equipment
- Track overall waste bills
- Purchase recycled-content paper towels and toilet paper
- Use electronic correspondence and forms

✓ **Water Conservation.** Virginia Green partners are highly encouraged to have a plan for conserving water in their facility that should consider plumbing modifications and landscaping. This partner pledges that they:

- Track overall water usage and wastewater
- Perform preventative maintenance to stop drips and leaks
- Have:
 - low flow restrictors on faucets and showerheads
 - automatic faucets or toilets in public restrooms
- Have an effective landscape management plan which utilize native species
- Have an effective stormwater management plan including: rain gardens

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TRAVELHOST

The region's only verified publication, which means our destination and listings are independently verified as true and accurate.

✓ **Energy Efficiency.** Virginia Green partners are highly encouraged a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives in their facility. This partner pledges that they:

- Track overall energy bills
- Evaluate existing ovens and other kitchen equipment for energy efficiency
- Use:
 - compact fluorescent light bulbs in all rooms and in canned lighting
 - natural lighting
 - ceiling fans
- Have high efficiency heating & air conditioning (HVAC) systems
- Perform preventative maintenance on HVAC system
- Keep office doors and windows closed if HVAC system is on

- Have adopted a policy/practice to turn off lights in unoccupied rooms
- Have a solar water heating system
- Have ENERGY STAR-rated windows and doors
- Have adopted a policy/practice to turn off fans, computers, monitors and other devices in unoccupied rooms at the end of the workday or when otherwise not in use

For more information on **Travelhost of Central Virginia**, see www.travelhost.com/fredericksburg or contact Jeff Campbell at jcampbell@travelfredericksburg.com or (540) 538-7706.

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation. The program has established "core activities" specific to each sector of tourism; these practices are the minimum requirements for participation in the program, but encourages participants to reduce their environmental impacts in all aspects of their operations. **Virginia Green Partners** are committing to help support the program and encourage their customers to join or do business with Virginia Green-certified participants. Although not necessarily tourism facilities themselves, Partners are expected to practice green activities in their own facilities as well. For more information on **Virginia Green**, see <http://www.deq.state.va.us/p2/virginiagreen/homepage.html> or go to www.virginiagreentravel.org.

